National Museum of Health and Medicine

Visitor Survey

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April 2000

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EXECUTIVE SUMMARY

This report presents the findings from a study conducted by Randi Korn & Associates, Inc. (RK&A), for the National Museum of Health and Medicine (NMHM), Washington, DC. The findings were generated from a total of 1,063 surveys collected between May and November 1999. This summary presents only a sketch of visitors and their experiences at the Museum. Readers are urged to review the body of the report for more thorough coverage and details of the topics introduced here.

METHODOLOGY

Specially trained NMHM staff members distributed a four-page standardized questionnaire to adult visitors (16 years of age or older) on-site following a systematic sampling scheme.

PRINCIPAL FINDINGS

A total of 1,063 visitors completed questionnaires. Approximately 102 additional visitors were approached but declined to participate in the study for a refusal rate of 9 percent.

Demographic Characteristics

- Slightly more women (54 percent) than men (46 percent) visit.

- The median age of visitors is 38 and a diversity of ages are represented in the NMHM audience.

- Two-thirds of visitors have a college degree (68 percent) and more than one-third have a graduate degree.

- Over three-quarters of visitors to the NMHM are white (78 percent).

- Approximately one-half of visitors visit in a group comprised of family members and friends (51 percent). One-quarter of adult visitors are accompanied by children age 15 or younger (24 percent).

- Just over one-half of visitors are from outside the DC Metro Area (54 percent). Approximately one-half of local visitors reside in one of the Maryland suburbs (47 percent).

- One-third of visitors are associated with the medical profession (33 percent).

- Visitors hear about leisure activities most often from newspapers (39 percent) or through a child, friend, or relative (34 percent).

Visit Characteristics

- The majority of visitors to the NMHM are first-time visitors (80 percent).

- Over half of first-time visitors hear about the NMHM through word-of-mouth from a teacher, friend, relative, or child (60 percent) and almost three-quarters of first-time visitors first heard about the NMHM within six months of their visit (71 percent).

- First-time visitors who first heard about the NMHM over six months before their visit most often gave distance as their reason for not visiting sooner (36 percent).

- Half of repeat visitors have not visited the NMHM within the last two years (49 percent).

Visit Experiences

- First-time visitors obtained directions to the NMHM most often by already being familiar with the area (27 percent), by using a basic street map (27 percent), or by asking Walter Reed personnel for directions (20 percent).

- Using a 7-point scale from very difficult (1) to easy (7), first-time visitors rate finding the Walter Reed Campus a mean of 5.56 and finding the Museum a mean of 5.17.

- Almost three-quarters of visitors use a personal vehicle to travel to the Museum (71 percent).

- Almost all visitors spend two hours or less in the Museum (95 percent).

- Visitors spend most of their time primarily in two exhibits, the Human Body exhibit (42 percent) and the Civil War exhibit (38 percent).

- One-half of visitors give "never visited before and was curious" as their reason for visiting (50 percent). Two-fifths of visitors also choose the response "to see the entire Museum" as their reason for visiting (41 percent).

- About half of visitors describe the NMHM as "a place to learn about medical history" (52 percent). Slightly fewer visitors describe the Museum as "a place to see unique specimens and objects" (45 percent) and "a place to learn about the human body" (43 percent).

- One-half of NMHM visitors think the Museum is designed for adults (54 percent), and, to a lesser extent, for families with children over 10 years old (39 percent) or for students in grades 5-12 (37 percent).

- The vast majority of visitors traveling with children think the Museum is suitable for the children with them (90 percent).

- On a 7-point scale ranging from 1 (not worth the effort) to 7 (very worth the effort), visitors rate their experience at the NMHM a mean of 6.16.

- Most visitors, when asked, said they would visit the Museum again (80 percent). About half of visitors would be motivated again to show a friend, child, or relative the Museum (48 percent).

- About half of visitors prefer to attend NMHM programs on weekend afternoons (49 percent).

DISCUSSION AND RECOMMENDATIONS

As the first comprehensive visitor study of the National Museum of Health and Medicine, this report provides valuable insight into the Museum's current visitors: their demographic characteristics, visitation patterns, and overall experiences.

Visitor Profile and Visitation Patterns

Overall, NMHM visitors have similar demographic characteristics of the general museum visiting population. NMHM visitors are about equally split between men and women, with the majority being within childbearing age, Caucasian, and college graduates. These characteristics mirror those of visitors to the Smithsonian Institution (Doering, et. al., 1997) and numerous other museums RK&A (2000, 1999, 1998,1996) has studied.

Despite these demographic similarities, NMHM visitors exhibit unique visitation patterns. Few NMHM visitors (24 percent) were visiting with children, as compared to the National Museum of Natural History (42 percent) (Doering, et. al., 1997) and even more dramatically to the Franklin Institute Science Museum and the Academy of Natural Sciences in Philadelphia (59 percent and 74 percent, respectively) (RK&A, 2000). Furthermore, children accompanying survey respondents were between the ages of 12 to 15 years, older than Korn (1995) found in similar museums.

Another unique visitation pattern was the low frequency of repeat visitors: only 20 percent had visited the NMHM previously versus 70 percent of Smithsonian visitors (Doering, et. al., 1997), 77 percent of National Gallery of Art visitors (RK&A, 1999), and 74 percent of National Arboretum visitors (RK&A, 1998). The low frequency of repeat visitors to the NMHM is particularly noteworthy as 46 percent of NMHM visitors live in the DC metro area as compared to only 21 percent of Smithsonian visitors (Doering, et. al., 1997). In other words, there is great potential for repeat visitation via a local constituency.

Visitor Experiences

How visitors initiate their visit to the NMHM and the actual experiences they have in the Museum point to obstacles and opportunities. Awareness of the Museum is the first deciding factor related to potential visitation. The high percentage of first-time visitors demonstrates that there is some public awareness of the Museum and, for the majority of first-time visitors, it stems primarily from word-of-mouth advertising. This is good news for the Museum as it means former visitors are likely saying positive things about their experiences or that there is at least some public lore about the Museum. Either way, what is being said about the NMHM is so compelling that first-time visitors visit the Museum within six months of hearing about it. Even for repeat visitors, hearing about leisure activities from family and friends is an important information source.

While the NMHM should feel good that people are already talking about the Museum, there are some limitation s to this form of promotion in that the Museum has little control over what

people say. One way for staff members to exercise some control over how the Museum is portrayed is to carefully wordsmith paid advertising in newspapers, a frequently used source of information about leisure activities for both first-time and repeat visitors.

Once aware of the Museum, visitors decided to visit for a number of reasons. Half (50 percent) chose, "never visited before, was curious." Other popular reasons were to see the entire Museum, to learn about health and medicine, to have an outing with family and friends, and to see particular exhibits or items (41 percent, 29 percent, 26 percent, and 21 percent, respectively). There were statistically significant differences among visitor groups, and these provide insight into visitors' expectations of the Museum. More first-time visitors and non-DC metro area residents visit the Museum to learn about health and medicine than do repeat visitors or those who live in the area. This suggests that these visitor groups expect the Museum to be about health and medicine and may not know much about the exhibitions or collections. On the other hand, more repeat visitors and DC metro area residents come to see particular exhibits or specimens than their counterparts, suggesting that they know more about the exact contents of the Museum, either from personal experience or local lore. Interestingly, several other groups were motivated to visit the Museum to learn about health and medicine—women, non-minorities, non-college graduates, and visitors under 25 years of age—as compared to their counterparts. For visitors accompanied by children, the social aspect of museum visiting was important: they were more likely to visit the Museum to have an outing with friends and family than visitors without children.

Of all the aspects of the NMHM visitor experience, getting to the Museum proved the most problematic. Most visitors drove, and most first-time visitors who were not familiar with the location of the Walter Reed Army Medical Center obtained directions from a basic street map and by asking Walter Reed personnel. Given these parameters, visitors experienced some difficulty finding the Walter Reed Campus, giving a rating of 5.56 on a 7-point scale with 1 being very difficult and 7 being very easy. Visitors experienced more difficulty finding the Museum within the Campus than finding the campus itself, giving a mean rating of 5.17 on the same 7-point scale. Considering courtesy bias, in which respondents choose a higher rating so as not to offend the surveying institution (Warwick and Lininger, 1975), these ratings are quite low. In fact, a few visitors felt so strongly about their difficulty locating the Museum that they wrote comments on the survey, pointing to the lack of signage both on city streets leading to the Walter Reed Campus and inside the Campus.

Despite any problems visitors had getting to the NMHM, overall, they had positive experiences in the Museum. Visitors reported spending significant time in the Museum, most (72 percent) staying for one to two hours. Many visitors said they spent most of their time in the *Human Body Human Being* exhibition (42 percent), others said *To Bind Up the Nation's Wounds*, the Civil War exhibition (38 percent). Considering the exhibitions in which visitors spent most of their time, it is not surprising that more than half thought the Museum could be best described as "a place to learn about medical history" (52 percent). Many also thought the Museum was, "a place to see unique specimens and objects" and "a place to learn about the human body" (45 percent and 43 percent, respectively). While several visitor groups were initially motivated to visit the

Museum to learn about health and medicine, as discussed earlier, after visiting, less than one-fifth of visitors thought of the Museums as "a place to learn about health issues" (15 percent).

Based on their experiences in the exhibitions, most visitors thought the Museum appropriate for them. That is, visitors with children thought the Museum was for families with children over 10 years old, and visitors without children thought the Museum was for adults. More specifically, nearly all of the visitors accompanied by children (90 percent) thought the Museum was suitable for those children. Visitors who thought the Museum was not suitable for children specified that children 0 to 5 are too young for the Museum, as its content is too complex for them to grasp.

In terms of their overall experience in the Museum, visitors gave their visit a mean rating of 6.16 on a 7-point scale with 7 being "very worth the effort" and 1 being "not worth the effort" which is moderately high considering courtesy bias. More telling perhaps is that most visitors (80 percent) responded that they would visit the Museum again. The most common motivation for visiting again was to show a friend, child, or relative (48 percent), again confirming positive word-of-mouth advertising. Visitors also said they would revisit the Museum to see the exhibits again (37 percent) or to see a new temporary exhibit (26 percent). Of those visitors who said they would not visit the Museum again, most indicated logistical issues (e.g., not living in the area) rather than negative feelings about the Museum.

Recommendations

- Consider increasing the frequency of paid newspaper advertising, in particular in the *Washington Post*, to reach new visitors and keep repeat visitors informed of happenings at the Museum.

- Although a large percentage of Museum visitors are from the DC metro area, few are repeat visitors. To increase visitation by locals, the Museum needs to demonstrate that they are a dynamic institution with changing programs and temporary exhibits. Additionally, the Museum could increase the frequency of changing exhibits simply by featuring one specimen from the collection each month. Visitors spent time in and enjoyed the specimen-rich exhibits. In fact, some said that they would return expressly to see the permanent exhibition again. As with the Human Remains Study conducted by RK&A in 1999, visitors welcome the opportunity to see unique specimens and feel positively about this one-of-a-kind experience. An exhibit case could be set aside with inexpensive laser printed labels and a different specimen could be rotated into this case. A regularly changing exhibit may help visitors get into the habit of visiting the Museum on a more frequent basis. This exhibit could also be featured on the Museum's web site for virtual visitors.

- Repeat visitation can also be fostered by programming. While the Museum already offers a variety of programs, increasing advertising and developing programs with additional community groups may be necessary to increase participation. In addition, the most appropriate time slot should be utilized: visitors stated weekend afternoons are preferable.

- Improving the signage both on city streets leading to the Walter Reed Army Medical Center and within the Campus itself is essential for helping visitors find the Museum.

- To increase the number of families who are aware of the Museum, consider developing community partnerships with local school parent groups and churches.

- Because visitors with children already think the Museum is appropriate for children 10 years of age or older but few families visit, stress in all public relations and marketing materials that the Museum is for this audience.

- Families value social interaction. To make the Museum even more family friendly, consider providing activities that families can do together (e.g., family guides, discovery boxes) as well as places for them to convene (e.g., benches grouped together).

- As the Museum revisits its name and mission, carefully consider the emphasis on the word, "health." If visitors expect to learn about general health issues, they may be disappointed with the Museum's current pathology emphasis. The data already suggests this may be the case as few visitors thought of the Museum as a place to learn about health issues.

- Conversely, if the Museum decides to discuss health issues more fully in the exhibitions, there appears to be several visitor groups that would be receptive to this topic.

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INTRODUCTION

This report presents the findings from a study conducted by Randi Korn & Associates, Inc. (RK&A), for the National Museum of Health and Medicine (NMHM), Washington, DC. The study was designed to provide the NMHM with reliable information about current museum visitors. Specifically, the research objectives were:

- to determine visitors' demographic characteristics (e.g., gender, age, education, etc.);

- to describe visit characteristics at the Museum (e.g., group composition, reasons for visiting, first time versus repeat visitors, length of visit, etc.);

- to assess visitors' experiences at the Museum (e.g., how visitors describe the Museum, how visitors rate their museum visit, motivations for visiting again, etc.).

METHODOLOGY

A standardized questionnaire was the instrument chosen to collect the desired information because it is the most efficient method for gathering information from a large number of individuals. Moreover, the resulting data can be analyzed using a variety of statistical procedures. In consultation with NMHM staff, a four-page standardized questionnaire was designed, consisting of 38 items (see sample survey in Appendix A). Question formats included multiple choice, rating scales, and open-ended fill-in-the-blanks.

Specially trained NMHM staff members distributed surveys to visitors on-site. Following a systematic sampling scheme, survey administrators intercepted adult visitors (16 years of age or older) who had visited the galleries, and asked them to participate. Those who agreed were given a questionnaire to complete. When the visitor returned the survey and was thanked for participating, the survey administrator selected the next eligible visitor.

Survey Distribution Schedule

Surveys were distributed to visitors between 11:00 AM and 5:00 PM during most days between May 1 and November 30. Dates of survey distribution are shown in Table 1.

Table 1.
Data Collection Days

Day	Day	Day	Day
Saturday, May 1	Saturday, July 3	Sunday, August 29	Tuesday, October 19
Tuesday, May 4	Monday, July 5	Monday, August 30	Wednesday, October 20
Thursday, May 6	Wednesday, July 7	Tuesday, August 31	Thursday, October 21
Saturday, May 8	Friday, July 9	Wednesday, September 1	Friday, October 22
Thursday, May 13	Sunday, July 11	Friday, September 3	Saturday, October 23
Friday, May 14	Tuesday, July 13	Sunday, September 5	Sunday, October 24
Saturday, May 15	Thursday, July 15	Tuesday, September 7	Monday, October 25
Sunday, May 16	Saturday, July 17	Thursday, September 9	Tuesday, October 26
Tuesday, May 18	Wednesday, July 21	Saturday, September 11	Wednesday, October 27
Thursday, May 20	Friday, July 23	Monday, September 13	Thursday, October 28
Saturday, May 22	Sunday, July 25	Tuesday, September 14	Friday. October 29
Sunday, May 23	Monday, July 26	Wednesday, September 15	Saturday, October 30
Monday, May 24	Tuesday, July 27	Thursday, September 16	Sunday, October 31
Wednesday, May 26	Thursday, July 29	Friday, September 17	Monday, November 1
Thursday, May 27	Saturday, July 31	Saturday, September 18	Tuesday, November 2
Friday, May 28	Sunday, August 1	Sunday, September 19	Wednesday, November 3
Saturday, May 29	Monday, August 2	Monday, September 20	Thursday, November 4
Sunday, May 30	Tuesday, August 3	Tuesday, September 21	Friday, November 5
Monday, May 31	Wednesday, August 4	Wednesday, September 22	Saturday, November 6
Tuesday, June 1	Thursday, August 5	Thursday, September 23	Sunday, November 7
Friday, June 4	Friday, August 6	Friday, September 24	Monday, November 8
Saturday, June 5	Saturday, August 7	Saturday, September 25	Tuesday, November 9
Sunday, June 6	Sunday, August 8	Sunday, September 26	Wednesday, November 10
Tuesday, June 8	Monday, August 9	Monday, September 27	Thursday, November 11
Saturday, June 12	Tuesday, August 10	Tuesday, September 28	Friday, November 12
Sunday, June 13	Wednesday, August 11	Wednesday, September 29	Saturday, November 13
Monday, June 14	Thursday, August 12	Thursday, September 30	Monday, November 15
Tuesday, June 15	Friday, August 13	Friday, October 1	Tuesday, November 16
Thursday, June 17	Saturday, August 14	Saturday, October 2	Wednesday, November 17
Friday, June 18	Sunday, August 15	Sunday, October 3	Thursday, November 18
Saturday, June 19	Monday, August 16	Monday, October 4	Saturday, November 20
Sunday, June 20	Tuesday, August 17	Tuesday, October 5	Sunday, November 21
Monday, June 21	Wednesday, August 18	Wednesday, October 6	Monday, November 22
Tuesday, June 22	Thursday, August 19	Thursday, October 7	Tuesday, November 23
Wednesday, June 23	Friday, August 20	Friday, October 8	Wednesday, November 24
Thursday, June 24	Saturday, August 21	Saturday, October 9	Thursday, November 25
Friday, June 25	Sunday. August 22	Sunday, October 10	Friday, November 26
Saturday, June 26	Monday, August 23	Monday, October 11	Saturday, November 27
Sunday, June 27	Tuesday, August 24	Tuesday, October 12	Sunday, November 28
Monday, June 28	Wednesday, August 25	Wednesday, October 13	Monday, November 29
Tuesday, June 29	Thursday, August 26	Thursday, October 14	Tuesday, November 30
Wednesday, June 30	Friday, August 27	Sunday, October 17	
Thursday, July 1	Saturday, August 28	Monday, October 18	

DATA ANALYSIS

The data were analyzed using SPSSPC+, a statistical package for personal computers. Frequency distributions were calculated for all categorical variables (e.g., gender, age). To examine the relationship between two categorical variables (e.g., reasons for visiting and age group), cross-tabulation tables were computed to show the joint frequency distribution of the two variables, and the chi-square statistic (X^2) was used to test the significance of the relationship.

Summary statistics, including the mean (average) and standard deviation (spread of scores: "*SD*" in text and "±" in tables), were calculated for the rating scales and other variables measured at the interval level. To compare the means of two or more groups, an analysis of variance (ANOVA) was performed. For instance, an ANOVA was used to compare the average ratings of the visitor map across three age groups of guests. If the *F*-statistic resulting from an ANOVA was found to be significant, a post-hoc Bonferroni multiple comparison test was used to determine which group mean(s) differed from which other group mean(s). For example, if the *F*-statistic indicated that the age groups had different mean ratings of an experience, the Bonferroni test was used to pinpoint which age groups differed.

Due to the large sample size, a strict level of significance was used ($p = 0.01$) to preclude relationships bearing little or no practical significance. When the level of significance is set to $p = 0.01$, any relationship that exists at a probability (*p*-value) of ≤ 0.01 is termed "significant." When a relationship has a *p*-value of 0.01, there is a 99 percent probability that the relationship being explored truly exists; that is, in 99 out of 100 cases, there really would be a relationship between the two variables (e.g., gender and reason for visiting). Conversely, there is a 1 percent probability that the relationship does not really exist; in other words, in 1 out of 100 cases, a relationship would appear purely by chance. Within the body of the report, only statistically significant results are discussed. All of the statistical analyses that were run, however, are listed in Appendix B.

Verbatim responses to open-ended questions were analyzed qualitatively. In other words, they were reviewed, and, as patterns were detected, similar responses were grouped together and given category names. The responses included in each category were tallied, and in most cases the percentages and actual frequencies are reported. Some of the tables can be found throughout the text; the rest are located in Appendix D.

METHOD OF REPORTING

The remainder of this report presents the findings of the visitor survey. Tables are regularly used to display the information in a manner that makes it easily accessible. Percentages within tables do not always equal 100 due to rounding. To indicate a trace amount (i.e., 0.1% to 0.4%), a "<1" is used in tables. The findings within each category are presented in descending order of the total percentages. Following discussion of the survey administration, findings are organized around the following three interest areas:

1. Demographic characteristics
2. Visit characteristics
3. Visitor experiences

PRINCIPAL FINDINGS

A total of 1,063 visitors completed questionnaires, 634 in the summer (May through August) and 429 in the fall (September through November). Approximately 102 additional visitors were approached but declined to participate in the study. Thus, approximately 9 percent of visitors approached by NMHM volunteers did not participate. This refusal rate is extremely low compared to similar studies done in other museums.

As the data below illustrate, the actual proportion of weekday to weekend completed surveys closely resembles the intended proportion of weekday to weekend completed surveys (see Table 2).

Table 2.
Completed Surveys: Weekday and Weekend in Percent

Day of Visit	%
Intended	
Weekday	48.0
Weekend	52.0
Actual	
Weekday	44.0
Weekend	56.0

The data is presented by season and any significant differences between seasons are noted in the text.

DEMOGRAPHIC CHARACTERISTICS

This section of the report presents findings to questions about respondents' demographic characteristics (gender, age, education, ethnicity, residence), visit group composition and other related information (professional association and how respondents find out about leisure activities).

Gender, Age, Education, and Ethnicity

Slightly more women (54 percent) than men (46 percent) visit the NMHM (see Table 3).

The median age of visitors to NMHM is 38 years (mean=38.38; SD=13.84). There are a diversity of ages represented in the NMHM audience and they are fairly evenly distributed. Approximately one-fifth of visitors are under 25 years of age, one-fifth are between 25 and 34 years of age, one-fifth are between 35 and 44 years of age, and one-fifth are between 45 and 54 years of age.

Over two-thirds of NMHM visitors have a college degree (68 percent) and more than one-third have a graduate degree (35 percent).

Over three-quarters of visitors to NMHM are white (78 percent).

Table 3.
Demographic Characteristics in Percent

Characteristics	Summer %	Fall %	Total %
Gender			
Male	45.0	46.7	45.7
Female	55.0	53.3	54.3
Age of Respondent			
<24	18.2	24.3	20.7
25-34	21.5	25.1	22.9
35-44	24.8	19.4	22.6
45-54	24.5	18.7	22.1
55-64	6.4	8.6	7.3
65+	4.6	3.9	4.3
Education (completed)			
Some high school	2.1	4.1	2.9
High school	5.8	5.3	5.6
Some college	18.2	19.6	18.7
Associate's Degree	4.4	4.3	4.3
College degree	25.9	23.9	25.1
Some graduate school	8.8	6.9	8.0
Graduate degree	34.8	35.9	35.3
Ethnicity			
African American / Black	9.4	7.2	8.6
Asian	4.8	4.7	4.7
Caucasian / White	77.0	78.3	77.5
Hispanic / Latino	2.9	5.2	3.8
American Indian / Alaskan Native	0.7	0.8	0.7
Native Hawaiian or Pacific Islander	0.7	1.0	0.8
Other	4.5	2.8	3.8

Group Composition

Approximately one-half of NMHM visitors visit in a group comprised of family members and friends (51 percent). Less than one-third of visitors come with their spouse or with only family members (29 percent). Fifteen percent of visitors come to NMHM alone and five percent come in some other type of visit group (see Table 58, Appendix D). The number of adults (age 16 or older) in a visit group ranges from one to 20, and the average number of adults in a visit group is 2.5.

One-quarter of visitors are accompanied by children age 15 or younger (24 percent). More summer visitors have children in their visit group (29 percent) than do fall visitors (18 percent). The average number of children in a visit group is 3.32. Over one-half of visit groups with children have children between ages 6 and 11 (56 percent) and over one-half of visit groups with children have children between ages 12 and 15 (55 percent).[1] Approximately one-fifth of visit groups with children have children age 5 or under. There are significantly more groups visiting with young children (age 5 or under) in the fall (36 percent) compared to the summer (15 percent).

Table 4.
Group Composition in Percent

Visit Group	Summer %	Fall %	Total %
Alone	13.2	16.4	14.5
Spouse/family	31.8	25.2	29.1
Friends/family	49.5	53.3	51.1
Other	5.5	5.0	5.3
With Children?*	Summer %	Fall %	Total %
Yes	28.5	17.7	24.2
No	71.5	82.3	75.8
Ages of Children	Summer %	Fall %	Total %
1 to 5**	15.4	35.7	21.3
6 to 11	58.0	51.4	56.1
12 to 15	59.8	42.9	54.8

*x^2=15.887; df=1; p=.000
**x^2=12.188; df=1; p=.001

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[1] Since groups with children may contain children in more than one age category, totals exceed 100 percent.

Residence

As shown in Table 5, slightly less than one-half of NMHM visitors live in the DC metro area (46 percent). The majority of these local visitors reside in one of the Maryland suburbs (47 percent), particularly in Montgomery County (32 percent). Over one-fifth of local visitors live in a Virginia suburb (22 percent). Approximately one-fifth of local visitors reside in the District of Columbia (19 percent). A few visitors reported living in Baltimore (3 percent) or in a local area not listed as a category (8 percent).[2]

Over one-half of NMHM visitors live outside the DC metro area (54 percent). A listing of the states or foreign countries in which non-local visitors reside, and a listing of the zip codes from all visitors, can be found in Appendix C.

Table 5.
Residence of Respondents in Percent

Resident of DC Metro Area	Summer %	Fall %	Total %
No	51.8	57.2	54.0
Yes	48.2	42.8	46.0
Distribution of DC Metro Area Residents	**Summer %**	**Fall %**	**Total %**
District of Columbia	19.1	19.6	19.3
Baltimore City	2.8	2.4	2.7
Virginia Suburb	23.4	20.9	22.4
Alexandria City	3.5	3.6	3.6
Arlington County	5.7	4.8	5.3
Fairfax County	13.8	11.9	13.1
Falls Church City	0.4	0.6	0.4
Maryland Suburb	48.5	44.6	47.0
Loudoun County	1.4	0.6	1.1
Montgomery County	31.2	34.5	32.4
Prince George's County	13.8	6.5	11.1
Prince William County	2.1	3.0	2.4
Other	6.0	12.5	8.4

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[2] A list of "other" local areas are listed in Appendix D, Table 53.

Professional Association

Since the National Museum of Health and Medicine is located on the grounds of the Walter Reed Army Medical Center, NMHM staff were interested in finding out what percentage of visitors were in a profession associated with the location or associated with the subject matter of the Museum. As shown in Table 6, approximately one-third of visitors to NMHM are associated with the medical profession (33 percent). Over one-tenth of visitors are teachers (13 percent); the summer audience contains significantly more teachers than the fall audience. Exactly one-tenth of visitors are active military personnel (10 percent) and less than one-tenth are scientific researchers or patients or visitors of the hospital (7 percent for both). A few visitors are employees of Walter Reed Army Medical Center (3 percent). Two-fifths of visitors (42 percent) do not have any associations with the categories listed.

Table 6.
Professional Association of Respondents in Percent

	Summer	Fall	Total
Professional Association	**%**	**%**	**%**
Medical profession	30.6	35.7	32.6
Teacher*	15.3	10.3	13.3
Active military personnel	10.4	9.3	10.0
Scientific researcher	6.9	7.7	7.2
Patient or visitor of the hospital	6.2	7.5	6.7
Employee of Walter Reed AMC	3.0	2.3	2.7
None of these apply to me	42.4	40.8	41.8

Respondents were instructed to *"check all that apply,"* so percentages exceed 100.
* x^2=5.657; *df*=1; *p*=.010.

How Visitors Hear About Leisure Activities

In addition to demographic characteristics, how visitors learn about leisure activities also has marketing implications. Thus, respondents were asked how they usually find out about leisure and entertainment activities.

Almost two-fifths of visitors hear about leisure activities from newspapers (39 percent) (see Table 7). One-third hear about leisure activities through word of mouth, either from their children, a friend, or a relative (34 percent). About one-quarter of visitors hear about leisure activities from each of the following sources: tourist publications (26 percent), television (26 percent) and the internet (24 percent). A few visitors hear about leisure activities from the radio (11 percent), magazines (8 percent), or other sources (5 percent).

Respondents who chose "newspaper," "radio," "magazine," or "other" were asked to specify the specific sources of information. These responses can be found in Appendix D, Tables 54 –57.

Table 7.
How Respondents Hear About Leisure Activities in Percent

Sources	Summer %	Fall %	Total %
Newspaper	39.9	37.1	38.8
Child/friend/relative	32.8	36.6	34.3
Tourist publications	27.0	25.2	26.2
Television	24.3	27.5	25.6
Internet	22.1	26.3	23.8
Radio	12.3	9.1	11.0
Magazine	9.6	6.5	8.4
Other	4.9	5.6	5.2

Respondents were instructed to *"choose up to two sources,"* so percentages exceed 100.

VISIT CHARACTERISTICS

This section of the report presents findings about respondents' previous visitation to the NMHM (first-time or repeat visitor). For first-time visitors there is information on how and when first-time visitors first heard of the NMHM, their reason for not visiting sooner, and how first-time visitors found the NMHM. For repeat visitors there is information on the frequency of visits to the NMHM and the year of their last visit.

First-time and Repeat Visitors

Most visitors to the NMHM (80 percent) are first time visitors (see Table 8). One-fifth of visitors have previously visited the Museum (20 percent).

Table 8.
First-time and Repeat Visitors in Percent

Visit	Summer %	Fall %	Total %
First visit	80.0	80.9	80.4
Repeat visit	20.0	19.1	19.6

Visitors age 45 and older are more likely to be repeat visitors (28 percent) compared to visitors between 25 and 44 years of age (18 percent) and visitors age 24 and younger (11 percent) (see Table 9). And, not surprisingly, residents of the DC metro area were more likely to be repeat visitors (24 percent) than were non-local visitors (16 percent) (see Table 10).

Table 9.
First-time and Repeat Visitors:
Differences in Age of Visitors in Percent

	<25 %	25-44 %	45+ %
First-time visitor	89.0	81.9	72.2
Repeat visitor	11.0	18.1	27.8

$x^2=24.114; df=2; p=.000$

Table 10.
First-time and Repeat Visitors:
Differences in Residence of Visitors in Percent

	DC Metro Resident %	Non-local Visitor %
First-time visitor	75.7	83.7
Repeat visitor	24.3	16.3

$x^2=10.015; df=1; p=.001$

First-time and repeat visitors differ in how they hear about leisure activities. Over one-half of repeat visitors hear about leisure activities from newspapers (52 percent), significantly more than first-time visitors (36 percent) (see Table 11). However, more first-time visitors hear about leisure activities from people they know (child/friend/relative) (37 percent) or from tourist publications (28 percent) than do repeat visitors (26 percent and 19 percent, respectively).

Table 11.
How Respondents Hear About Leisure Activities:
Differences in First-time and Repeat Visitors in Percent

	First-time Visitor %	Repeat Visitor %
Newspaper*	35.9	52.2
Child/friend/relative**	36.6	25.9
Tourist publications***	28.2	19.0

*x^2=18.429; df=1; p=.000
**x^2=8.407; df=1; p=.002
***x^2=7.207; df=1; p=.004

First-Time Visitors: How and When First-time Visitors Hear About the NMHM

First-time visitors were asked when they first heard and how they heard about the Museum.

By far, more first-time visitors heard about the Museum from a teacher, friend, or family member than from any other source (60 percent) (see Table 12). Fifteen percent heard about the Museum from a tourist publication or kiosk and about ten percent heard about the Museum because they live in the area (12 percent) or from a local newspaper or magazine (10 percent). First-time visitors in the summer reported hearing about the Museum from a local newspaper or magazine twice as often as first-time visitors in the fall. Specific responses for military publication, newspaper or magazine, television, or other can be found in Appendix D, Tables 59-62.

Table 12.
How First-time Visitors Hear about the NMHM in Percent

Sources	Summer %	Fall %	Total %
Teacher/friend/relative/child	37.3	54.7	59.5
Tourist publication/kiosk	16.6	11.8	14.7
Live in the area	13.6	8.9	11.7
Local newspaper/magazine*	12.8	6.2	10.1
Patient/visitor at the hospital	5.8	6.5	6.1
Museum brochure	5.2	4.4	4.9
Internet	4.8	4.7	4.8
Work at Walter Reed AMC	4.4	4.1	4.3
School Visit	1.8	2.7	2.1
Television	2.0	1.8	1.9
Military publication	1.0	0.9	1.0
Travel agent/tour promoter	0.4	0.3	0.4
NMHM staff presentation	0.0	0.0	0.0
Other	16.8	21.3	18.6

*$x^2=8.607$; df=*1*; p=*.002*
Respondents were instructed to *"mark all that apply,"* so percentages exceed 100.

First-time visitors were asked when they first heard about the NMHM. Over two-thirds of first-time visitors first heard about the Museum within the past six months (71 percent) (see Table 13). Few first-time visitors first heard about the Museum between six months and one year ago (7 percent), and almost one-quarter of first-time visitors first heard about the Museum over one year ago (23 percent).

Table 13.
When First-time Visitors First Heard of the NMHM in Percent

When First Heard	Summer %	Fall %	Total %
Within the last six months	68.3	74.8	70.9
Between six months and one year ago	7.9	4.3	6.5
More than one year ago	23.8	20.8	22.6

First-time Visitors: Reasons for Not Visiting Sooner

Visitors who had first heard about the Museum over six months ago were asked if there was any reason why they had not visited sooner. Responses are shown in Table 14. Over one-third of the respondents gave distance as their reason for not visiting sooner (36 percent). Approximately one-quarter of respondents stated they did not have the time until now (26 percent). One-fifth of respondents said there was no particular reason why they had not visited previously (20 percent). About 12 percent said they had difficulty in finding where the Museum was located, or had difficulty in getting to the Museum.

Table 14.
Reasons for Not Visiting Sooner:
Visitors Who First Heard of the NMHM Over Six Months Ago

Reason for Not Visiting Sooner	Total* n=113 n	%
Distance / live elsewhere	41	36.3
Time	29	25.7
No reason	23	20.4
Difficulty finding or getting to the Museum / no car	14	12.4
Waited to come with friends	3	2.7
Waited until children were older	2	1.8
Not particularly interested in subject matter	1	0.9

*Total *n* = number of responses.

Repeat Visitors

As mentioned previously, one-fifth of visitors have previously visited the Museum. One-half of these repeat visitors have not been to the Museum in the last two years (49 percent), while two-fifths of repeat visitors have been to the Museum once or twice in the last two years (40 percent) (see Table 15). Over one-quarter of repeat visitors last visited the NMHM before 1990 (30 percent).

Table 15.
Repeat Visitation to the NMHM

Repeat Visitors: Number of Visits in Last Two Years	Summer (*n=120*) %	Fall (*n=71*) %	Total (*n=191*) %
No times	50.0	47.9	49.2
1 to 2 times	36.7	45.1	39.8
3 to 4 times	8.3	7.0	7.9
5 times or more	5.0	0.0	3.1
Repeat Visitors: Year of Last Visit	Summer (*n=118*) %	Fall (*n=75*) %	Total (*n=193*) %
Before 1990	30.5	28.0	29.5
1990-1994	10.2	20.0	14.0
1995-1997	20.3	10.7	16.6
1998-1999	39.0	41.3	39.9

VISITOR EXPERIENCES

A number of questions on the survey examined visitors' experiences at the NMHM. Areas addressed on the survey include obtaining directions to NMHM; ease or difficulty in finding the Museum; methods of transportation to the Museum; time spent and exhibits visited at NMHM; reasons for visiting; visitors' description of the museum; for whom visitors think the Museum is designed; visitors' satisfaction with the Museum; and issues affecting possible future visits to the NMHM.

Obtaining Directions to the NMHM

First-time visitors were asked how they obtained directions to the Museum and the responses are listed in descending order in Table 16. Over one-quarter of visitors responded they were already familiar with the area (27 percent) and over one-quarter of visitors used a basic street map (27 percent). One-fifth of visitors asked Walter Reed personnel for directions (20 percent).

Table 16.
How First-time Visitors Obtain Directions to the NMHM in Percent

Sources	Summer %	Fall %	Total %
Already familiar with the area	28.1	26.0	27.3
Used a basic street map	27.3	26.9	27.2
Asked Walter Reed personnel for directions	21.6	18.0	20.1
Used a Museum brochure/web page map	14.6	17.2	15.6
Called the Museum for directions	13.6	12.7	13.2
Asked a pedestrian for directions	8.8	10.1	9.3

Respondents were instructed to *"mark all that apply,"* so percentages exceed 100.

Finding the Museum

The survey asked first-time visitors to rate on a 7-point scale from very difficult (1) to easy (7) how difficult or easy it was to find the Walter Reed Campus, and how difficult or easy it was to find the Museum. Visitors rate finding the Walter Reed Campus a mean of 5.56 on a 7-point scale (see Table 17), indicating that visitors did experience some difficulty. Visitors rate finding the Museum within the Campus more difficult than finding the campus itself, a mean of 5.17 on a 7-point scale.

A few visitors wrote comments on surveys when rating how difficult or easy it is to find the Walter Reed campus and the Museum. Many of these comments pointed out the lack of signage both getting to Walter Reed and getting to the Museum once inside Walter Reed.

Table 17.
Ratings of Level of Difficulty in Finding the Walter Reed Campus and the NMHM

7-Point Rating Scale: Very difficult (1) / Easy (7)	Summer Mean	±	Fall Mean	±	Total Mean	±
How difficult or easy was it to find the Walter Reed Campus?	5.56	(1.59)	5.55	(1.63)	5.56	(1.60)
How difficult or easy was it to find the Museum once you were inside the Walter Reed Campus?	5.10	(1.80)	5.28	(1.75)	5.17	(1.78)

Transportation to the NMHM

All respondents were asked which method of transportation they used to travel to the Museum that day. As shown in Table 18, over two-thirds used their personal vehicle to travel to the Museum (71 percent). One-fifth of visitors responded that they walked, but it is important to remember that respondents were asked to mark all that apply, so some of those who selected "walk" also selected personal vehicle and/or bus/metro train (15 percent) and/or taxi (6 percent).

Table 18.
How Visitors Traveled to the NMHM in Percent

	Summer	Fall	Total
Means of travel	**%**	**%**	**%**
Personal vehicle	72.7	68.5	71.0
Walk	17.2	22.8	19.5
Bus/metro train	15.3	14.0	14.8
Taxi	5.2	6.3	5.6

Respondents were instructed to *"mark all that apply,"* so percentages exceed 100.

Time Spent at the NMHM

Almost all visitors spend two hours or less in the Museum (95 percent) and almost three-quarters of visitors spend between one and two hours in the museum (72 percent) (see Table 19).

Table 19.
Time Visitors Spent at the Museum in Percent

	Summer	Fall	Total
Time spent	**%**	**%**	**%**
Less than 1 hour	21.9	22.9	22.3
1-2 hours	73.9	69.8	72.3
3-4 hours	4.2	5.9	4.9
More than 4 hours	0.0	1.4	0.6

Exhibits Visited at the NMHM

More visitors responded spending most of their time in the human body exhibit (42 percent) than any other exhibit (see Table 20). The Civil War exhibit was chosen by approximately two-fifths of visitors as the exhibit in which they spent most of their time (38 percent). All other exhibits were chosen by less than one-tenth of visitors as the exhibit in which they spend most of their time.

Table 20.
Exhibits in Which Visitors Spent the Most Time in Percent

	Summer	Fall	Total
Exhibits	**%**	**%**	**%**
Human body exhibit	42.6	41.7	42.2
Civil War exhibit	37.1	39.4	38.0
To Cure and Protect (temporary exhibit)	8.5	9.6	8.9
AIDS exhibit	10.1	6.5	8.7
Fetal development exhibit	8.5	7.9	8.3
Microscopes and medical technologies exhibit	5.4	6.3	5.7
Pregnancy exhibit	5.8	4.4	5.3

Although respondents were instructed to choose only one response, some respondents chose more than one response so percentages exceed 100.

Reasons for Visiting

Visitors were asked why they came to the Museum, given a list of 12 choices, and instructed to choose up to three reasons for visiting. Visitor responses are listed in descending order in Table 21. Approximately one-half of visitors come to the NMHM because they have never visited before and are curious (50 percent). Two-fifths of visitors respond that they come "to see the entire Museum" (41 percent). Over one-quarter of visitors choose the responses "to learn about health and medicine" (29 percent) and "to have an outing with family and friends" (26 percent). One-fifth of visitors come to see a particular exhibit or item (21 percent). A list of the exhibits and items specified by these visitors can be found in Appendix D, Table 63.

Approximately 15 percent of visitors come for each of the following reasons: because they are at Walter Reed Army Medical Center for other reasons and have time to spare; to provide children with an educational experience; or to bring out of town guests. Significantly more visitors choose to come "to provide children with educational experiences" in summer (18 percent) compared to fall (11 percent), which is not surprising considering far more visitors come with children in the summer compared to the fall.

A few visitors come to the Museum for a class assignment (6 percent). More visitors come for this reason in the fall, during the school year (10 percent), than visitors who come for this reason in the summer (3 percent). Specific responses for program/tour or "other" can be found in Appendix D, Tables 64 and 65.

Table 21.
Visitors' Reasons for Visiting in Percent

Reason	Summer %	Fall %	Total %
Never visited before, was curious	50.3	48.5	49.6
To see the entire Museum	42.4	38.7	40.9
To learn about health and medicine	29.8	28.9	29.4
To have an outing with family and friends	27.1	25.2	26.3
To see particular exhibits or items	19.7	21.9	20.6
At Walter Reed A.M.C., time to spare	14.0	17.0	15.2
To provide children with educational experience*	18.0	10.5	15.0
To bring out of town guests	14.7	14.0	14.4
For a class assignment**	3.0	10.3	5.9
To conduct research	2.8	1.9	2.4
To attend a program or tour	0.9	1.2	1.0
Other	7.7	8.6	8.1

Respondents were instructed to choose three responses, so percentages exceed 100.
*x^2=11.289; df=1; p=.000
**x^2=24.186; df=1; p=.000

The top five reasons for visiting were cross-tabulated with other demographic and visit characteristics (see Appendix B). Some reasons for visiting differ significantly between first-time visitors and repeat visitors. More first-time visitors are interested in seeing the entire Museum (43 percent) than are repeat visitors (33 percent) (see Table 22). More first-time visitors also come to learn about health and medicine (32 percent) than do repeat visitors (22 percent). On the other hand, more repeat visitors come to see a particular exhibit or item (29 percent) than do first-time visitors (19 percent).

Table 22.
Visitors' Reasons for Visiting:
Differences in First-time and Repeat Visitors in Percent

Reason	First-time Visitors %	Repeat Visitors %
To see the entire Museum*	43.3	32.7
To learn about health and medicine**	31.5	22.0
To see particular exhibits or items***	19.0	28.8

*x^2=7.617; df=1; p=.003
**x^2=7.158; df=1; p=.004
***x^2=9.635; df=1; p=.002

Other visit characteristics that relate significantly to reasons for visiting are whether the respondent is visiting with children and whether the respondent visits during the week or on the weekend. As shown in Table 23, adults visiting without children are more likely to give "never visited before and was curious" as their reason for visiting (52 percent) compared to adults visiting with children (42 percent). On the other hand, those visiting with children are more likely to visit to have an outing with family and friends (37 percent) compared to those not visiting with children (24 percent). As shown in Table 24, weekend visitors are more likely to come to see particular exhibits or items (24 percent) than weekday visitors (17 percent).

Table 23.
Visitors' Reasons for Visiting:
Differences in Visiting With or Without Children in Percent

Reason	Visiting with Children %	Visiting without Children %
Never visited before, was curious *	41.8	52.0
To have an outing with family and friends **	37.3	23.6

*x^2=7.885; df=1; p=.005
**x^2=18.261; df=1; p=.000

Table 24.
Visitors' Reasons for Visiting:
Differences in Weekday and Weekend Visitors in Percent

Reason	Weekday Visitors %	Weekend Visitors %
To see particular exhibits or items	17.1	24.0

x^2=7.203; df=1; p=.005

A number of demographic characteristics are also significantly related to reasons for visiting the NMHM: gender, age, education, ethnicity, and residence.

As shown in Table 25, women are more likely to visit to learn about health and medicine (35 percent) compared to men (26 percent). Younger visitors under the age of 25 are more likely to come because they have never visited before (59 percent) compared to visitors between the ages of 25 and 44 (51 percent) and particularly compared to visitors age 45 or older (43 percent) (see Table 26). Similarly, younger visitors are also more likely to give learning about health and medicine as their reason for visiting (39 percent), compared to older visitors (30 percent and 23 percent, respectively).

Table 25.
Visitors' Reasons for Visiting:
Differences in Gender in Percent

Reason	Women %	Men %
To learn about health and medicine	34.5	26.3

$x^2=7.443; df=1; p=.004$

Table 26.
Visitors' Reasons for Visiting:
Differences in Age in Percent

Reason	<25 %	25-44 %	45+ %
Never visited before, was curious *	58.7	51.4	42.6
To learn about health and medicine **	38.8	30.2	23.0

$*x^2=14.034; df=2; p=.001$
$**x^2=15.392; df=2; p=.000$

As shown in Table 27, visitors without a college degree are more likely to come to the Museum because they had never visited before (56 percent) or to learn about health and medicine (37 percent) compared to those who have college degrees (47 percent and 26 percent, respectively). On the other hand, visitors with a college degree are more likely to come to see particular exhibits or items (23 percent) compared to visitors without a college degree (16 percent).

More non-minority visitors come to the Museum because they have never visited before and are curious (52 percent) and to learn about health and medicine (32 percent), than do minority visitors (39 percent and 21 percent, respectively) (see Table 28).

Table 27.
Visitors' Reasons for Visiting:
Differences in Education in Percent

	No College Degree	College Graduate
Reason	**%**	**%**
Never visited before, was curious *	56.3	46.8
To learn about health and medicine**	36.7	26.0
To see particular exhibits or items***	16.2	22.9

*x^2=8.105; df=1; p=.003
**x^2=12.365; df=1; p=.000
***x^2=9.635; df=1; p=.002

Table 28.
Visitors' Reasons for Visiting:
Differences in Ethnicity in Percent

	Non-minority visitors	Minority Visitors
Reason	**%**	**%**
Never visited before, was curious *	52.3	39.4
To learn about health and medicine**	31.8	21.1

*x^2=11.097; df=1; p=.001
**x^2=9.293; df=1; p=.001

Finally, residents of the DC metro area are more likely to come to the Museum to see particular exhibits or items (24 percent) than other visitors (19 percent), but less likely to come to learn about health and medicine (23 percent) than other visitors (35 percent) (see Table 29).

Table 29.
Visitors' Reasons for Visiting:
Differences in Residence in Percent

Reason	DC Metro Area %	Outside DC Metro Area %
To learn about health and medicine*	23.3	34.6
To see particular exhibits or items**	23.7	21.0

*x^2=15.369; df=1; p=.000
**x^2=3.705; df=1; p=.032

Museum Descriptions

Visitors were asked how they would describe the Museum, given a list of five choices, and instructed to choose up to two descriptions. Visitor responses are listed in descending order in Table 30. More visitors choose "a place to learn about medical history" as a description of the Museum than any other description (52 percent). Slightly fewer visitors choose "a place to see unique specimens and objects" (45 percent) and "a place to learn about the human body" (43 percent). More fall visitors see the Museum as a place to see unique specimens and objects (50 percent) than do summer visitors (42 percent). Somewhat fewer visitors describe the Museum as a place to learn about Civil War medicine and injuries (28 percent) and, finally, a place to learn about health issues (15 percent).

Table 30.
Visitors' Descriptions of the Museum in Percent

Description	Summer %	Fall %	Total %
A place to learn about medical history	54.1	49.2	52.1
A place to see unique specimens and objects*	42.0	50.1	45.2
A place to learn about the human body	44.5	41.0	43.1
A place to learn about Civil War medicine and injuries	26.7	28.9	27.6
A place to learn about health issues	16.4	12.4	14.8

Respondents were instructed to choose two responses, so percentages exceed 100.
*x^2=6.878; df=1; p=.005

The top three responses to how visitors describe the NMHM were cross-tabulated with a variety of visit and demographic characteristics (see Appendix B).

First-time visitors more often choose the description "a place to learn about the human body" (45 percent) compared to repeat visitors (36 percent) (see Table 31). As shown in Table 32, adults visiting with children are more likely to describe the Museum as "a place to learn about the human body" (55 percent) compared to adults visiting without children (39 percent). On the other hand, visitors without children describe the Museum as a place to learn about medical history (56 percent) more often than visitors with children (43 percent).

Table 31.
Visitors' Descriptions of the Museum:
Differences in First-time and Repeat Visitors in Percent

Description	First-time Visitors %	Repeat Visitors %
A place to learn about the human body	45.1	35.6

x^2=5.988; df=1; p=.009

Table 32.
Visitors' Descriptions of the Museum:
Differences in Visiting With or Without Children in Percent

Description	Visiting with Children %	Visiting without Children %
A place to learn about medical history*	43.4	55.7
A place to learn about the human body**	55.0	39.2

*x^2=11.505; df=1; p=.000
**x^2=19.326; df=1; p=.000

Two demographic variables (gender and age) are significantly related to the second most common description of the Museum. More women (see Table 33) and more young adult visitors (see Table 34) describe the Museum as a place to see unique specimens and objects compared to men and older visitors.

Table 33.
Visitors' Descriptions of the Museum:
Differences in Gender in Percent

Description	Women %	Men %
A place to see unique specimens and objects	49.1	40.0

x^2=7.916; df=1; p=.003

Table 34.
Visitors' Descriptions of the Museum:
Differences in Age in Percent

Description	<25 %	25-44 %	45+ %
A place to see unique specimens and objects	51.7	47.7	38.5

x^2=10.896; df=2; p=.004

For Whom the Museum is Designed

Visitors were asked "for whom do you think the Museum is designed" and given a list of eight categories including "other" from which to choose two audiences. Table 35 lists the responses in descending order. More than half of visitors think that the Museum is designed for adults (54 percent), followed by families with children over 10 years old (39 percent), and students in grades 5 through 12 (37 percent). Significantly more summer visitors think the audience is families with children over 10 years old (44 percent) compared to fall visitors (31 percent). As a category, college students received 20 percent of responses. More fall visitors think the Museum is designed for college students (25 percent) compared to summer visitors (17 percent).

After these first fours categories, the responses for the final four categories drop off sharply, all receiving less than 8 percent of responses. The categories of "other" and "scientists and doctors" receive just under 8 percent (a list of the audience categories specified by other can be found in Appendix D, Table 66). Families with children under 10 years old (7 percent) and students in grades 1 - 4 (2 percent) are chosen least often by visitors as the audience for which the Museum is designed.

Table 35.
For Whom the Museum is Designed in Percent

Audience	Summer %	Fall %	Total %
Adults	53.0	55.0	53.8
Families with children over 10 years old*	44.0	30.5	38.6
Student in grade 5-12	37.5	36.1	37.0
College students**	17.0	24.9	20.2
Scientists and doctors	7.6	7.7	7.6
Families with children under 10 years old	5.7	8.9	7.0
Students in grades 1 - 4	1.4	3.0	2.1
Other	7.3	8.9	7.9

Respondents were instructed to choose two responses, so percentages exceed 100.
*x^2=19.594; df=1; p=.000
**x^2=9.915; df=1; p=.001

The top four responses for whom visitors think the Museum is designed were cross-tabulated with visit and demographic characteristics and some significant relationships exist.

As shown in Table 36 below, adults visiting without children are more likely to think the Museum is designed for adults (59 percent) or for college students (23 percent) compared to those visiting with children (40 percent and 10 percent, respectively). On the other hand, adults visiting with children are more likely to think the Museum is designed for families with children over 10 years old (50 percent) compared to adults visiting without children (35 percent).

Table 36.
For Whom the Museum is Designed:
Differences in Visiting With or Without Children in Percent

	Visiting with Children %	Visiting without Children %
Audience		
Adults*	39.8	58.5
Families with children over 10 years old**	49.8	35.2
College students***	9.6	23.3

*x^2=26.736; df=1; p=.000
**x^2=16.931; df=1; p=.000
***x^2=22.035; df=1; p=.000

Men are more likely to think the Museum is designed for adults (60 percent) than are women (51 percent), but women are more likely to think the Museum is designed for families with children over 10 years old (42 percent) compared to men (34 percent) (see Table 37).

Table 37.
For Whom the Museum is Designed:
Differences in Gender in Percent

	Men %	Women %
Audience		
Adults*	60.4	51.3
Families with children over 10 years old**	34.3	42.2

*x^2=8.057; df=1; p=.003
**x^2=6.203; df=1; p=.008

Adult visitors under 25 years of age are more likely to think the Museum is designed for college students (39 percent) compared to visitors ages 25 to 44 (19 percent) and visitors age 45 or older (13 percent) (see Table 38). College graduates are more likely to think the Museum is geared towards adults (59 percent) compared to visitors without a college degree (45 percent) (see Table 39). On the other hand, visitors without a college degree are more likely to see the Museum as for college students (29 percent) than are college graduates (16 percent). Finally, non-minority visitors are more likely to think the Museum is designed for adults (58 percent) compared to minority visitors (45 percent) (see Table 40).

Table 38.
For Whom the Museum is Designed:
Differences in Age in Percent

Audience	<25 %	25-44 %	45+ %
College students	38.8	18.6	13.4

x^2=32.216; df=2; p=.000

Table 39.
For Whom the Museum is Designed:
Differences in Education in Percent

Audience	No College Degree %	College Graduate %
Adults*	45.0	58.8
College students**	29.1	16.4

*x^2=17.180; df=1; p=.000
**x^2=22.116; df=1; p=.000

Table 40.
For Whom the Museum is Designed:
Differences in Ethnicity in Percent

Audience	Non-minority Visitors %	Minority Visitors %
Adults	58.4	44.5

x^2=13.174; df=1; p=.000

Those visiting with children were asked if the Museum was suitable for the children visiting with them the day of their visit. Those who responded "no" were then subsequently asked for which ages of children was it not suitable and, finally, what are the reasons it was not suitable.

The majority of adults visiting with children think the Museum is suitable for the children visiting with them (90 percent). For those who respond "no" and then respond which ages of children the Museum is unsuitable, about half of the responses are for children ages 5 or younger. Responses for why the Museum is unsuitable included the following: exhibits are too complex and difficult to understand; material in exhibits is too sophisticated and inappropriate (most of these responses mentioned the AIDS exhibit and subject matter specifically); the exhibit material and presentation doesn't hold the interest of children; and the material is too graphic.

Table 41.
Suitability of Museum for Children in Percent

Suitable for children with you today?	Summer %	Fall %	Total %
Yes	90.0	88.7	89.6
No	10.0	11.3	10.4

If not suitable, for which ages was it not suitable?*	Summer (*n=21*)	Fall (*n=13*)	Total (*n=34*)
0 to 5 years	10	6	16
6 to 8 years	5	3	8
9 to 11 years	5	3	8
12 to 15 years	1	1	2

Reason why unsuitable	Total (*n=30*)
Exhibits too complex; difficult to understand	10
Material too sophisticated; inappropriate	9
Doesn't hold a child's interest	7
Material too graphic	4

*Respondents were instructed to choose all that apply.

Visitor Satisfaction

Visitors were asked to rate their visit to the NMHM on a 7-point scale from "not worth the effort" (1) to "very worth the effort" (7). As shown in Table 42, visitors on average rate the Museum fairly highly, giving their visit a mean rating of 6.16.

Table 42.
Ratings of Satisfaction with Museum Visit

7-Point Rating Scale: Not worth the effort (1)/ Very worth the effort (7)	Summer		Fall		Total	
	Mean	±	Mean	±	Mean	±
How would you rate your Museum visit?	6.15	(1.01)	6.17	(1.06)	6.16	(1.03)

Returning to the Museum

Visitors were asked if they will visit the Museum again. Most visitors (80 percent) respond that they would visit the NMHM again (see Table 43). Visitors who say they would not visit the Museum again were asked to explain why not, and those responses, the most common of which is "live elsewhere," are listed in Table 67 in Appendix D.

Visitors were also asked which factors from an available list of six (including "other") would motivate them to visit again. The most common motivation for visiting again is to show a friend, child, or relative the Museum (48 percent). Visitors would also be motivated to visit again to see the exhibits again (37 percent), to see a new temporary exhibit (36 percent), or to bring out-of-town guests (26 percent). Fewer visitors choose attending a special event or program (15 percent) as a motivation to visit. Three percent of visitors choose "other" and their specific responses are listed in Table 68 in Appendix D.

Table 43.
Returning to the Museum in Percent

Will you visit the Museum again?	Summer %	Fall %	Total %
Yes	81.7	77.6	80.1
No	18.3	22.4	19.9
Which factors would motivate you to visit again?*	**Summer %**	**Fall %**	**Total %**
To show a friend/child/relative	48.4	48.0	48.2
To see the exhibits again	38.0	35.7	37.1
To see a new temporary exhibit	34.8	38.9	36.4
To bring out-of-town guests	26.0	25.1	25.6
To attend a special event or program	17.7	11.6	15.3
Other	2.8	3.8	3.2

*Respondents were instructed to choose two reasons, so percentages exceed 100.

Whether a visitor plans to visit again is significantly related to whether they are a first-time or a repeat visitor. As shown in Table 44, repeat visitors are more likely to say they will visit again (93 percent) compared to first-time visitors (77 percent).

Table 44.
Likelihood of Returning to NMHM:
Differences in First-time and Repeat Visitors in Percent

Will you visit the Museum again?	First-time Visitors %	Repeat Visitors %
Yes	76.8	92.8
No	23.2	7.2

x^2=25.180; df=1; p=.000

The top four motivations for visiting again were cross-tabulated with some visit and demographic characteristics, revealing some significant relationships. Adults visiting with children are more likely to be motivated to revisit the Museum to show a friend, child, or relative (58 percent) compared to adults visiting without children (45 percent) (see Table 45).

Table 45.
Motivation to Return to NMHM:
Differences in Visiting With or Without Children in Percent

Which factors would motivate you to visit again?	Visiting with Children %	Visiting without Children %
To show a friend/child/relative	57.7	45.3

x^2=8.828; df=1; p=.002

Three demographic characteristics -- gender, education, and residence -- bear significant relationships to visitors' motivations for revisiting the Museum. Men are more likely to be motivated to visit again to see the exhibits already at the Museum, while women are more likely to return to the Museum to see a new temporary exhibit (see Table 46). Visitors without a college degree are more likely to return to the Museum to show a friend, child, or relative, while college graduates are more likely to be motivated to return if they are bringing out-of-town guests (see Table 47). Finally, visitors from outside the DC metro area more often choose showing a friend, child, or relative as a motivation for visiting, while DC metro area residents are more likely to revisit to bring out-of-town guests (see Table 48).

Table 46.
Motivation to Return to NMHM:
Differences in Gender in Percent

Which factors would motivate you to visit again?	Men %	Women %
To see the exhibits again*	42.1	33.4
To see a new temporary exhibit**	32.2	40.7

$*x^2=5.931; df=1; p=.009$
$**x^2=5.710; df=1; p=.010$

Table 47.
Motivation to Return to NMHM:
Differences in Education in Percent

Which factors would motivate you to visit again?	No College Degree %	College Graduate %
To show a friend/child/relative *	55.6	44.6
To bring out-of-town guests **	20.3	28.3

$*x^2=8.475; df=1; p=.002$
$**x^2=5.839; df=1; p=.009$

Table 48.
Motivation to Return to NMHM:
Differences in Residence in Percent

Which factors would motivate you to visit again?	DC Metro Area %	Outside DC Metro Area %
To show a friend/child/relative *	44.2	53.1
To bring out-of-town guests **	32.2	17.8

$*x^2=6.102; df=1; p=.014$
$**x^2=21.543; df=1; p=.000$

Time Preferences for Programs

Visitors were also asked their preferred time for attending a program at the NMHM. About half of visitors prefer attending a program on a weekend afternoon (49 percent) (see Table 49). One-quarter of visitors prefer a weekend morning (26 percent), about one-fifth prefer a weekday evening (19 percent) and a few visitors prefer a weekend evening (7 percent).

Table 49.
Time Preferences for Attending NMHM Programs in Percent

Which time slot would you prefer in attending an NMHM program?	Summer %	Fall %	Total %
Weekend afternoon	47.6	49.6	48.5
Weekend morning	26.5	26.1	26.4
Weekday evening	19.1	18.1	18.7
Weekend evening	6.8	5.9	6.5

APPENDIX A:
VISITOR QUESTIONNAIRE

NATIONAL MUSEUM OF HEALTH AND MEDICINE VISITOR SURVEY   #_____

Thank you for taking the time to complete this questionnaire. The National Museum of Health and Medicine (a division of the Armed Forces Institute of Pathology) is seeking input from visitors to help improve the Museum. **Your honesty is appreciated.**

1. Is this your first visit to the National Museum of Health and Medicine?

    ❏ Yes   **(SKIP to Question 4)**

    ❏ No ➔   2. In what calendar year was your last visit?   19_____
           ⬇
           3. **Not including today,** how many times have you visited this Museum in the **last two years**?
    ⬇   ❏ No times   ❏ 1-2 times   ❏ 3-4 times   ❏ 5 or more times
           Now SKIP to Page 2 (Question 10)

4. How did you hear about the National Museum of Health and Medicine? Mark **all** that apply.

    ❏ Teacher/friend/relative/child   ❏ School visit
    ❏ Live in the area   ❏ Internet
    ❏ Work at Walter Reed AMC   ❏ Saw a presentation by a Museum staff member
    ❏ Patient/visitor at the Hospital   ❏ Military publication ⇨ What one? _____
    ❏ Travel agent/tour promoter   ❏ Local newspaper/magazine ⇨Which one?_____
    ❏ Tourist publication/kiosk   ❏ Television ⇨ What program? _____
    ❏ Museum brochure   ❏ Other _____

5. When did you **first** hear about the National Museum of Health and Medicine?

    ❏ Within the last 6 months ………………...➔ **SKIP to Question 7**

    ❏ Between 6 months and 1 year ago………..➔ 6. Any reason why you did not visit sooner?
    ❏ More than 1 year ago……………………...➔ _____

7. How did you obtain directions to the Museum today? Mark **all** that apply.

    ❏ Already familiar with the area   ❏ Used a Museum brochure/web page map
    ❏ Called the Museum for directions   ❏ Asked a pedestrian for directions
    ❏ Used a basic street map   ❏ Asked Walter Reed personnel for directions

8. On a scale of 1 to 7 (1 = very difficult / 7 = easy), how difficult or easy was it to find the Walter Reed Campus? Circle **one number** on the scale below.

Very difficult	1	2	3	4	5	6	7	Easy

9. On a scale of 1 to 7 (1 = very difficult / 7 = easy), how difficult or easy was it to find the Museum once you were inside the Walter Reed Campus? Circle **one number** on the scale below.

Very difficult	1	2	3	4	5	6	7	Easy

10. Why did you come to the Museum today? Mark your top **three** reasons for visiting.

❐ At Walter Reed Army Medical Center for other reasons, but had time to spare
❐ Never visited before, was curious
❐ To see the entire Museum
❐ To see particular exhibit(s) or item(s) ⇨ Which one(s)? _____
❐ To bring out-of-town guests _____
❐ To have an outing with family or friends
❐ To provide the child(ren) with an educational experience
❐ To learn about health and medicine
❐ To attend a program/tour ⇨ Which one(s)? _____
❐ For a class assignment
❐ To conduct research
❐ Other _____

11. How much time did you spend at the Museum today?

❐ Less than 1 hour   ❐ 1-2 hours   ❐ 3-4 hours   ❐ More than 4 hours

12. In which of these exhibits did you spend the **most** time? Mark **one**.

❐ The human body exhibit   ❐ The AIDS exhibit
❐ The pregnancy exhibit   ❐ Temporary exhibit (To Cure and Protect: Sickness and
❐ The fetal development exhibit   Health in African Art)
❐ The Civil War exhibit   ❐ The microscopes and medical technologies exhibit

13. How would you describe the Museum? Choose the **two** which best reflect your opinion.

❐ A place to learn about the human body
❐ A place to learn about Civil War medicine and injuries
❐ A place to see unique specimens and objects
❐ A place to learn about medical history
❐ A place to learn about health issues

14. For whom do you think the Museum is designed? You may choose up to **two** audiences.

❐ Scientists and doctors   ❐ Adults
❐ Students in grades 1-4   ❐ Families with children under 10 years old
❐ Students in grades 5-12   ❐ Families with children over 10 years old
❐ College students   ❐ Other _____

15. On a scale of 1 to 7 (1 = not worth the effort / 7 = very worth the effort), how would you rate your museum visit?

Not worth the effort	1	2	3	4	5	6	7	Worth the effort

16. How did you get to the Museum today? Mark **all** that apply.

❐ Personal vehicle   ❐ Taxi   ❐ Bus/Metro Train   ❐ Walk

17. Will you visit the Museum again?

❐ Yes **(Skip to Question 19)**

❒ No ➔ 18. Please explain. _____
   ↓ **Now Skip to Question 21**

19. Which of these would motivate you to visit the Museum again? You may choose up to **two** reasons.

   ❒ To bring out-of-town guests   ❒ To show a friend/child/relative
   ❒ To see the exhibits again   ❒ To attend a special event or program
   ❒ To see a new temporary exhibit   ❒ Other _____

20. If you were to attend a program at the Museum, which time slot would you prefer? Choose **one**.

   ❒ Weekday evening   ❒ Weekend morning
   ❒ Weekend evening   ❒ Weekend afternoon

21. In general, how do you find out about entertainment and leisure activities? Mark up to **two** sources.

   ❒ Child/friend/relative   ❒ Radio ⇨Which station? _____
   ❒ Internet   ❒ Magazine ⇨Which one? _____
   ❒ Television   ❒ Newspaper ⇨Which one? _____
   ❒ Tourist publications   ❒ Other _____

22. With whom did you come to the Museum today? Mark **one** answer.

   ❒ Alone   ❒ Friends/family
   ❒ Spouse/family   ❒ Other _____

23. Including yourself, how many adults (16 years of age or older) are in your group today? _____

24. Were you accompanied by any children (15 years or younger)?

   ❒ No **(Skip to last page Question 30)**

   ❒ Yes ➔ 25. How many children are with you today? _____

          26. What are the ages of the children? _____

          27. In your opinion, was this Museum suitable for the children with you today?

             ❒ Yes **(Skip to last page Question 30)**

             ❒ No ➔ 28. For which children was it not suitable? Mark **all** that apply.
                      ❒ 0 to 5 years   ❒ 9 to 11 years
                      ❒ 6 to 8 years   ❒ 12 to 15 years

             29. Please explain why it was unsuitable.

                      _____

                      _____

30. Are you: ❐ Male? ❐ Female?

31. What is your age? _____

32. Are you associated with any of these professions? Mark **all** that apply.

 ❐ Medical profession ❐ Active military personnel
 ❐ Employee of Walter Reed AMC ❐ Scientific researcher
 ❐ Patient or visitor of the Hospital ❐ Teacher
 ❐ None of these apply to me

33. Please indicate the highest level of education you have completed. Check **one**.

 ❐ Some high school ❐ Some college ❐ College degree ❐ Some graduate work
 ❐ High school diploma ❐ Associate's degree or technical certificate ❐ Graduate degree

USA residents only:

34. Do you live in the DC/Metro area?

 ❐ No **(Skip to Question 35)**

 ❐ Yes➜ Please check the appropriate box below.

 ❐ Alexandria City ❐ Fairfax County ❐ Prince George's County
 ❐ Arlington County ❐ Falls Church City ❐ Prince William County
 ❐ Baltimore City ❐ Loudoun County ❐ Other _____
 ❐ District of Columbia ❐ Montgomery County

 35. If none of the above apply, in which state do you live? _____

36. What is your zip code? _____

37. With which group(s) do you most closely identify?

 ❐ African American / Black ❐ American Indian / Alaskan Native
 ❐ Asian ❐ Native Hawaiian or other Pacific Islander
 ❐ Caucasian / White ❐ Other _____
 ❐ Hispanic / Latino

Foreign visitors only: 38. In which country do you live_____

Thank you for taking the time to complete this survey. Your input will be very helpful.
Please return the survey to the front desk.
_____

For Office Use Only
❐ Weekend ❐ 11:00 - 2:00 ❐ May ❐ July ❐ September
❐ Weekday ❐ 2:00 - 5:00 ❐ June ❐ August ❐ October
Special circumstances:

_____

APPENDIX B:
Complete List of Statistical Analyses Run on the Survey Data

Chi-square Test <u>by Season (Summer/Fall)</u>

Q1 First/repeat visit
Q2 Year of Last visit
Q3 Visits in last 2 years
Q4 How heard of museum
Q5 When first heard of museum
Q7 How obtain directions
Q8 Ease of finding Walter Reed campus (ANOVA)
Q9 Ease of finding museum (ANOVA)
Q10 Reason for visiting
Q11 How much time spent
Q12 Exhibition in which most time spent
Q13 Describe museum
Q14 For whom is museum designed
Q15 Worth of museum visit (ANOVA)
Q17 Visit again
Q19 Motivation to revisit

Q20 Best time for program
Q21 How find out about leisure activities
Q22 Visit group
Q23 Number of adults in group
Q24 Presence of children
Q25 Number of children in group
Q26 Ages of children
Q27 Suitability for children
Q28 Ages of children not suitable
Q30 Gender
Q31 Age
Q32 Profession
Q33 Education
Q34 Residence
Q37 Race/ethnicity
Weekday/weekend

Chi-square Test <u>by Q1 (first/repeat)</u>

Q10 Reason for visiting (top 5)	Q24 Presence of children
Q11 How much time spent	Q25 Number of children in group
Q12 Exhibition in which most time spent	Q26 Ages of children
Q13 Describe museum	Q27 Suitability for children
Q14 For whom is museum designed	Q28 Ages of children not suitable
Q15 Worth of museum visit (ANOVA)	Q30 Gender
Q16 How travel to museum	Q31 Age
Q17 Visit again	Q32 Professions
Q19 Motivation to revisit	Q33 Education
Q20 Best time for program	Q34 Residence
Q21 How find out about leisure activities	Q35 State
Q22 Visit group	Q37 Race/ethnicity
Q23 Number of adults in group	Weekday/weekend

Chi-square Test

		Q24 Presence of children
Q10 Reason for visiting (top 5)		Q30 Gender
Q13 Describe museum (top 3)		Q31 Age
Q14 For whom is museum designed	X	Q33 Education
(top 4)		Q34 Residence
Q19 Motivation to revisit (top 4)		Q37 Race/ethnicity
		Weekday/weekend

APPENDIX C:
Respondents' Zip Codes and State or Country of Residence

Table 50.
Zip Codes: All U.S. Visitors

	Frequency	Percent			
01013	1	.1	08559	1	.1
01085	1	.1	08724	1	.1
02072	1	.1	08730	1	.1
02125	1	.1	08831	1	.1
02132	2	.2	08865	1	.1
02136	1	.1	09074	1	.1
02143	1	.1	09306	1	.1
02144	1	.1	10002	1	.1
02176	1	.1	10016	1	.1
02186	1	.1	10465	1	.1
02215	1	.1	10471	1	.1
02324	1	.1	10705	1	.1
02332	1	.1	11102	1	.1
02359	1	.1	11203	1	.1
02446	1	.1	11217	1	.1
02451	2	.2	11222	1	.1
02460	1	.1	11224	1	.1
02482	1	.1	11411	1	.1
02543	1	.1	11706	1	.1
02666	1	.1	11778	1	.1
02903	1	.1	11792	1	.1
02906	1	.1	11797	1	.1
03077	1	.1	11940	1	.1
03221	1	.1	12159	1	.1
03301	1	.1	12419	1	.1
03470	2	.2	13027	1	.1
03820	1	.1	13135	1	.1
04412	1	.1	13365	1	.1
05142	1	.1	13602	1	.1
05446	1	.1	13612	1	.1
05701	2	.2	13626	1	.1
06001	1	.1	14468	1	.1
06268	1	.1	15066	1	.1
06349	1	.1	15232	1	.1
06426	1	.1	15238	1	.1
06810	1	.1	15243	1	.1
07045	1	.1	15642	3	.3
07046	1	.1	16803	1	.1
07055	1	.1	17013	4	.4
07104	2	.2	17067	1	.1
07506	1	.1	17235	1	.1
07712	2	.2	17267	1	.1
07721	1	.1	17560	1	.1
07726	1	.1	17603	1	.1
08527	2	.2	17745	1	.1
08527	2	.2	17801	1	.1
08534	2	.2	17837	1	.1

18011	1	.1	20170	2	.2
18015	1	.1	20171	1	.1
18333	1	.1	20175	1	.1
19008	1	.1	20180	1	.1
19010	1	.1	20190	1	.1
19020	2	.2	20191	3	.3
19046	1	.1	20194	1	.1
19090	1	.1	20195	1	.1
19103	1	.1	20306	2	.2
19119	1	.1	20307	1	.1
19127	1	.1	20336	1	.1
19143	1	.1	20574	1	.1
19147	1	.1	20601	3	.3
19149	1	.1	20602	4	.4
19312	1	.1	20603	4	.4
19382	1	.1	20613	1	.1
19428	1	.1	20622	2	.2
19465	1	.1	20646	5	.5
19605	1	.1	20658	1	.1
19701	1	.1	20685	1	.1
19707	1	.1	20695	1	.1
19713	2	.2	20705	2	.2
19947	1	.1	20707	5	.5
19956	1	.1	20708	2	.2
19973	1	.1	20712	1	.1
20001	4	.4	20715	2	.2
20002	12	1.2	20716	2	.2
20003	5	.5	20720	1	.1
20005	1	.1	20721	2	.2
20006	3	.3	20723	3	.3
20007	6	.6	20735	1	.1
20008	5	.5	20737	1	.1
20009	7	.7	20740	1	.1
20010	3	.3	20742	2	.2
20011	3	.3	20743	2	.2
20012	5	.5	20744	3	.3
20015	2	.2	20748	2	.2
20016	6	.6	20754	1	.1
20017	2	.2	20755	5	.5
20018	2	.2	20759	1	.1
20020	2	.2	20762	4	.4
20024	4	.4	20769	1	.1
20026	1	.1	20770	5	.5
20032	1	.1	20772	1	.1
20033	1	.1	20774	1	.1
20034	1	.1	20781	1	.1
20057	1	.1	20782	2	.2
20064	2	.2	20783	5	.5
20069	1	.1	20784	1	.1
20112	1	.1	20785	4	.4
20120	2	.2	20813	1	.1
20124	3	.3	20814	7	.7
20135	1	.1	20815	8	.8
20140	1	.1	20817	5	.5
20151	1	.1	20818	1	.1
20155	1	.1	20832	2	.2
20165	2	.2	20833	1	.1

20841	1	.1	21742	1	.1
20850	1	.1	21771	1	.1
20851	1	.1	21784	1	.1
20852	5	.5	21787	1	.1
20853	4	.4	21801	2	.2
20854	5	.5	21875	1	.1
20855	2	.2	22003	6	.6
20866	3	.3	22015	2	.2
20870	1	.1	22022	1	.1
20871	1	.1	22026	6	.6
20872	1	.1	22030	1	.1
20874	5	.5	22031	2	.2
20876	3	.3	22032	2	.2
20877	2	.2	22033	1	.1
20878	11	1.1	22039	2	.2
20879	1	.1	22043	1	.1
20882	3	.3	22046	1	.1
20886	1	.1	22066	3	.3
20895	2	.2	22101	3	.3
20901	16	1.6	22102	1	.1
20902	7	.7	22110	1	.1
20903	4	.4	22124	3	.3
20904	9	.9	22150	2	.2
20905	1	.1	22151	2	.2
20906	14	1.4	22152	2	.2
20910	15	1.5	22153	2	.2
20912	7	.7	22172	1	.1
20918	1	.1	22180	2	.2
21005	4	.4	22181	1	.1
21012	1	.1	22182	2	.2
21014	1	.1	22191	1	.1
21032	1	.1	22192	2	.2
21042	2	.2	22193	1	.1
21045	2	.2	22201	2	.2
21060	2	.2	22202	5	.5
21065	1	.1	22203	1	.1
21078	2	.2	22204	4	.4
21113	1	.1	22205	4	.4
21117	2	.2	22207	3	.3
21144	2	.2	22209	2	.2
21157	1	.1	22213	1	.1
21201	1	.1	22301	1	.1
21204	1	.1	22302	1	.1
21210	1	.1	22303	6	.6
21212	1	.1	22304	2	.2
21218	2	.2	22310	5	.5
21224	1	.1	22311	1	.1
21228	5	.5	22312	2	.2
21229	1	.1	22314	3	.3
21286	2	.2	22315	2	.2
21401	1	.1	22401	1	.1
21402	1	.1	22443	1	.1
21403	2	.2	22546	1	.1
21418	1	.1	22553	1	.1
21702	1	.1	22554	1	.1
21716	1	.1	22620	1	.1
21717	1	.1	22747	1	.1

22806	1	.1	30904	1	.1
22968	1	.1	31088	1	.1
23113	1	.1	31763	1	.1
23185	1	.1	32084	1	.1
23188	1	.1	32223	1	.1
23321	1	.1	32225	2	.2
23322	1	.1	32259	1	.1
23454	1	.1	32605	1	.1
23505	1	.1	32608	1	.1
23602	1	.1	32732	1	.1
23606	1	.1	32806	2	.2
23608	1	.1	32901	1	.1
23666	1	.1	32937	1	.1
23801	1	.1	33133	1	.1
23832	2	.2	33143	1	.1
24018	1	.1	33157	1	.1
24060	1	.1	33176	1	.1
24112	1	.1	33180	2	.2
24366	1	.1	33328	1	.1
24505	1	.1	33428	1	.1
25421	1	.1	33469	2	.2
25901	1	.1	33594	1	.1
27030	1	.1	33606	1	.1
27244	1	.1	33613	1	.1
27357	2	.2	33615	2	.2
27408	3	.3	33624	1	.1
27504	1	.1	33716	1	.1
27516	1	.1	33755	1	.1
27526	2	.2	33756	1	.1
27603	3	.3	33813	1	.1
27858	1	.1	33972	1	.1
28262	1	.1	34229	1	.1
28303	1	.1	34239	1	.1
28304	1	.1	34243	1	.1
28305	2	.2	34744	1	.1
28326	1	.1	34953	2	.2
28394	1	.1	35016	1	.1
28645	2	.2	35209	1	.1
28690	1	.1	35504	1	.1
28804	1	.1	35759	1	.1
28805	1	.1	36330	2	.2
29148	2	.2	36420	1	.1
29223	1	.1	36526	1	.1
29617	1	.1	36532	1	.1
29671	1	.1	37179	1	.1
29681	1	.1	37363	1	.1
30016	1	.1	37385	1	.1
30019	1	.1	37568	1	.1
30030	1	.1	38107	1	.1
30067	1	.1	39117	1	.1
30075	1	.1	39507	3	.3
30082	1	.1	40502	1	.1
30305	1	.1	40517	1	.1
30315	1	.1	42134	1	.1
30342	1	.1	42223	1	.1
30350	1	.1	43031	1	.1
30809	1	.1	43232	1	.1

43235	1	.1	66064	1	.1
43606	1	.1	66067	1	.1
43767	1	.1	66502	1	.1
44041	1	.1	67361	1	.1
44118	1	.1	68005	1	.1
44141	1	.1	68135	1	.1
44320	1	.1	68154	1	.1
44333	2	.2	68164	1	.1
44646	1	.1	70007	1	.1
44663	1	.1	70117	1	.1
45066	2	.2	70131	1	.1
45226	1	.1	70803	1	.1
45403	1	.1	70819	1	.1
46143	1	.1	70906	1	.1
46208	1	.1	72774	1	.1
46254	1	.1	74354	1	.1
47150	1	.1	74435	1	.1
47711	1	.1	75252	1	.1
48035	1	.1	76011	1	.1
48104	1	.1	76039	1	.1
48105	1	.1	76311	1	.1
48230	1	.1	77059	1	.1
48360	1	.1	77381	1	.1
48420	2	.2	77553	1	.1
49422	1	.1	77640	1	.1
49646	1	.1	77904	1	.1
50265	1	.1	77954	1	.1
52241	1	.1	78210	1	.1
53050	1	.1	78214	1	.1
53052	1	.1	78217	1	.1
53711	1	.1	78231	1	.1
54449	1	.1	78234	2	.2
54911	1	.1	78239	1	.1
55113	1	.1	78759	1	.1
55311	1	.1	78945	1	.1
55423	1	.1	79707	1	.1
56551	1	.1	80005	1	.1
57702	1	.1	80122	1	.1
59807	1	.1	80521	1	.1
60056	1	.1	80537	1	.1
60098	1	.1	80908	1	.1
60443	2	.2	81601	1	.1
60605	1	.1	84088	1	.1
60610	1	.1	84095	1	.1
60804	1	.1	84401	1	.1
61109	2	.2	84604	1	.1
62208	2	.2	85006	1	.1
62650	1	.1	85012	1	.1
63031	1	.1	85283	1	.1
63111	3	.3	85308	1	.1
63122	1	.1	85323	1	.1
63126	1	.1	85716	1	.1
64063	1	.1	85730	1	.1
65201	1	.1	87111	1	.1
65203	1	.1	87123	1	.1
65233	1	.1	87501	1	.1
65804	1	.1	89403	1	.1

90019	1	.1	94010	1	.1
90025	1	.1	94041	1	.1
90209	1	.1	94062	1	.1
90210	1	.1	94066	1	.1
90213	1	.1	94118	2	.2
90218	1	.1	94404	1	.1
91012	1	.1	94506	2	.2
91324	1	.1	94509	3	.3
91356	1	.1	94558	1	.1
91403	2	.2	94559	1	.1
91506	1	.1	94583	1	.1
91709	1	.1	94605	1	.1
91711	1	.1	94928	1	.1
92037	1	.1	95330	2	.2
92106	1	.1	95446	1	.1
92116	1	.1	95603	1	.1
92120	1	.1	95662	1	.1
92122	1	.1	95678	1	.1
92124	1	.1	95818	1	.1
92127	1	.1	95826	2	.2
92130	1	.1	95829	1	.1
92231	1	.1	95831	1	.1
92307	2	.2	95833	1	.1
92503	1	.1	95953	1	.1
92595	1	.1	96021	1	.1
92602	1	.1	96817	2	.2
92627	1	.1	97009	1	.1
92705	1	.1	97330	1	.1
92865	1	.1	98052	1	.1
93035	1	.1	98072	1	.1
93105	1	.1	98503	1	.1
93306	1	.1	99202	1	.1
93534	1	.1	99223	1	.1
93536	1	.1	Total	970	100.0
93720	1	.1			

Table 51.
State of Residence: Non-local Visitors

State	Frequency	Percent		State	Frequency	Percent
AL	8	.8		MT	1	.1
AR	1	.1		NC	24	2.3
AZ	5	.5		NE	4	.4
CA	65	6.1		NH	6	.6
CO	4	.4		NJ	15	1.4
CT	4	.4		NM	3	.3
DE	5	.5		NV	1	.1
FL	34	3.2		NY	24	2.3
GA	12	1.1		OH	17	1.6
HI	2	.2		OK	1	.1
IA	2	.2		OR	2	.2
IL	10	.9		PA	38	3.6
IN	5	.5		RI	2	.2
KS	4	.4		SC	6	.6
KY	3	.3		SD	1	.1
LA	4	.4		TN	5	.5
MA	22	2.1		TX	18	1.7
MD	34	3.2		UT	4	.4
ME	1	.1		VA	31	2.9
MI	8	.8		VT	4	.4
MN	4	.4		WA	5	.5
MO	10	.9		WI	5	.5
MS	4	.4		WV	2	.2
				Total	1063	100.0

Table 52.
Country of Residence: Foreign Visitors

Country	Total* *n*=52 *n*
United Kingdom	8
Germany	7
Canada	5
Australia	3
Mexico	3
France	2
Japan	2
New Zealand	2
Russia	2
Argentina	1
China	1
Columbia	1
Costa Rica	1
Denmark	1
India	1
Israel	1
Italy	1
Lebanon	1
Morocco	1
Nicaragua	1
Scotland	1
South Korea	1
Spain	1
Sweden	1
Switzerland	1
Turkey	1
Ukraine	1

*Total *n* = number of specific responses for "foreign country".

APPENDIX D:
Additional Tables

Table 53.
"Other" DC Metro Area Residences

| | Total* |
| | *n*=39 |
Residence	***n***
Other MD (individual responses)	13
Charles County, MD	8
Ann Arundel County, MD	7
Howard County, MD	5
Carroll County, MD	3
Calvert County, MD	2
Other VA	1

*Total *n* = number of responses for "other". Total "other" equals 8.4% of local visitation.

Table 54.
How Respondents Hear About Leisure Activities:
Specific Newspapers

| | Total* | |
| | *n*=274 | |
Specific Newspaper	***n***	**%**
The Washington Post	192	70.1
Other newspapers (individual responses)	33	12.0
The Washington City Paper	30	10.9
The Baltimore Sun	12	4.4
The Washington Times	5	1.8
USA Today	2	0.7

*Total *n* = number of specific responses for "newspaper". Total "newspaper" equals 38.8% of sources respondents use to find out about leisure activities.

Table 55.
How Respondents Hear About Leisure Activities:
Specific Radio Stations

| | Total* | |
| | *n*=67 | |
Specific Radio Station	**n**	**%**
Individual responses	11	16.4
88.5 WAMU	9	13.4
101 WWDC	7	10.4
Not specified/various	7	10.4
104.1 WZMQ	5	7.5
99.1 WHFS	4	6.0
95.5 WPGC	4	6.0
91.1 WETA	3	4.5
93.9 WKYS	3	4.5
94.7 WARW	2	3.0
97.1 WASH	2	3.0
100.3 WBIG	2	3.0
99.5 WJMO	2	3.0
95.9 WPGC	2	3.0
1500 WTOP	2	3.0
92.1	2	3.0

*Total *n* = number of specific responses for "radio". Total "radio" equals 11.0% of sources respondents use to find out about leisure activities.

Table 56.
How Respondents Hear About Leisure Activities:
Specific Magazines

| | Total* |
| | *n*=29 |
Specific Magazines	**n**
Washingtonian Magazine	16
Other magazines (individual responses)	13

*Total *n* = number of specific responses for "magazines". Total "magazines" equals 8.4% of sources respondents use to find out about leisure activities.

Table 57.
How Respondents Hear About Leisure Activities:
"Other" Responses

Specific "Other"	Total* n=39	
	n	%
Individual other responses	11	28.2
Word-of-mouth	10	25.6
Class	5	12.8
Tourbook	5	12.8
AAA	4	10.3
Walked or drove by	4	10.3

*Total *n* = number of specific responses for "other". Total "other" equals 5.2% of sources
respondents use to find out about leisure activities.

Table 58.
Visit Group:
"Other" Responses

Specific "Other"	Total* n=40	
	n	%
Co-workers	18	45.0
School trip	17	42.5
Tour group	5	12.5

*Total *n* = number of specific responses for "other". Total "other" equals 5.3% of visit group.

Table 59.
How Respondents Hear About the Museum:
Specific Military Publications

Specific Military Publication	Total* n=8
	n
Army Times	2
Navy	1
Pentagram	1
Soldiers	1
Soldier Magazine	1
Stripe	1
USO	1

*Total *n* = number of specific responses for "military publication". Total "military publication" equals
1.0% of sources where respondents heard about the National Museum of Health and Medicine.

Table 60.

How Respondents Hear About the Museum:
Specific Newspaper or Magazine

Specific Newspaper or Magazine	Total* *n*=78	
	n	*%*
The Washington Post	45	57.7
The Washington City Paper	14	17.9
The Baltimore Sun	7	9.0
Other local newspapers	5	6.4
Other (individual responses)	3	3.8
The Washington Times	2	2.6
Washingtonian Magazine	2	2.6

*Total *n* = number of specific responses for "magazine or newspaper". Total "magazine or newspaper" equals 10.1% of sources where respondents heard about the National Museum of Health and Medicine.

Table 61.
How Respondents Hear About the Museum:
Specific Television

Specific Television	Total* *n*=17
	n
Discovery Channel	3
History Channel	3
PBS	3
Channel 9/CBS news	2
Civil War History	2
Other local news	2
Biography Channel	1
Military Channel	1

*Total *n* = number of specific responses for "television". Total "television" equals 1.9% of sources where respondents heard about the National Museum of Health and Medicine.

Table 62.
How Respondents Hear about the Museum:
Specific "Other"

Specific "Other"	Total* *n*=153	
	n	**%**
Business or association with Walter Reed	24	15.7
Word-of-Mouth	24	15.7
Miscellaneous (individual responses)	21	13.7
AAA Travel Book	15	9.8
Travel book	14	9.2
AFIP	10	6.5
Telephone book	8	5.2
Visited Museum on mall as a child	6	3.9
Smithsonian	6	3.9
School	5	3.3
Hotel magazine/brochure	5	3.3
Drove by	4	2.6
Interest in Sickles leg	3	2.0
Code Magazine	2	1.3
N.N.M.C. Bethesda	2	1.3
Washington D.C. map	2	1.3
Kid-O-Rama book	2	1.3

*Total *n* = number of specific responses for "other". Total "other" equals 18.6% of sources where respondents heard about the National Museum of Health and Medicine.

Table 63.

Visitors' Reasons for Visiting: Particular Exhibitions or Items

Particular Exhibition or Item	Total* n=190	
	n	%
Civil War exhibit	47	24.7
To Cure and Protect: Sickness and Health in African Art	44	23.2
Linus Pauling exhibition	17	9.0
Fetal development exhibit	17	9.0
Elephantitis leg	10	5.3
Body parts	9	4.7
Lincoln artifacts	6	3.2
Oddities	5	2.6
Hairball	4	2.1
Siamese twins	4	2.1
Microscopes	4	2.1
Brain	4	2.1
Anatomy	4	2.1
AIDS	3	1.6
Human Body exhibit	3	1.6
Pregnancy exhibit	3	1.6
Tomb of the Unknown Soldier display	3	1.6
Mermaid	2	1.1
Medical instruments	1	0.5

*Total n = number of specific responses for "particular exhibition or item". Total "particular exhibition or item" equals 20.6% of respondents' reasons for visiting.

Table 64.

Visitors' Reasons for Visiting: Attend Program or Tour

Particular Program or Tour	n
Civil War program	3
African Art family program	1
AFIP	1

*Total n = number of specific responses for "attend program or tour". Total "attend program or tour" equals 1.0% of respondents' reasons for visiting.

Table 65.
Visitors' Reasons for Visiting: Other

Other Reason for Visiting	Total* n=81	
	n	%
Professional interest	24	29.6
Other (unique responses)	20	24.7
Personal interest	16	19.8
Specific exhibit or item	10	12.3
Visited before	6	7.4
Just visiting/touring	5	6.2

*Total *n* = number of specific responses for "other". Total "other" equals 8.1% of respondents' reasons for visiting.

Table 66.
For Whom the Museum is Designed: Other

Other	Total* n=70	
	n	%
Everyone/all ages	51	72.9
Those interested in science/medicine/history	8	11.4
Students	5	7.1
Not for young children	2	2.9
Children	1	1.4
Families	1	1.4
Older people	1	1.4
Not for faint of heart	1	1.4

*Total *n* = number of specific responses for "other". Total "other" equals 7.9% of for whom the Museum is designed.

Table 67.
Reasons for Not Visiting the Museum Again

	Total _n_=177	
Reason	**_n_**	**%**
Live elsewhere	102	57.6
Already seen it; no need to visit again	31	17.5
Only come if new exhibits	10	5.6
Disappointed in exhibits	9	5.1
Favorite exhibits have been removed	5	2.8
Not enough time	5	2.8
Not enough interest	4	2.3
Only come to bring tourists	3	1.7
Too far out of the way	3	1.7
Only come if special exhibit	2	1.1
Too freaky	2	1.1
Need gift shop	1	0.6

*Total _n_ = number of specific reasons for not visiting the Museum again. Total respondents not visiting the Museum again equals 19.9%.

Table 68.
Motivation for Visiting the Museum Again:
Specific "Other"

	Total* _n_=35
Other	**_n_**
To spend more time (didn't have enough time)	9
Miscellaneous responses	8
Will visit next time in town	5
To bring someone particular	5
If new/improved exhibits	3
Nothing	2
Research	2
If old exhibits brought back	1

*Total _n_ = number of specific responses for "other". Total "other" equals 3.2% of motivations for visiting the Museum again.